

Please submit comments to Amanda Wicker at awicker@lakeforestca.gov by ~~Wednesday, April 1 at 4 p.m.~~

DEADLINE HAS BEEN EXTENDED TO THURSDAY, APRIL 2 AT 5 P.M.

Shop & Dine Lake Forest Week Coupon Booklet

Scope of Work

- Booklet Specifications
 - 124 pages¹, plus 4-page cover
 - Dimensions: 5.375" x 8.375"
 - 80# gloss (cover)
 - 60# gloss (interior)
 - 4/4 color
- Quantity: 31,000 printed copies
 - 29,500 booklets for simplified mail (addressed to "Postal Customer"). Figure is provided as an estimate and is based on the U.S. Postal Service's mailing address database for Lake Forest businesses and residences.
 - 1,500 additional booklets for physical distribution to be dropped off at Lake Forest City Hall
- Online Coupon Form
 - Printer to create online coupon form for participants
 - Participants to provide coupon and business contact information
 - Information submitted in coupon form to be sent in email format to coupon designer and assigned City staff member
 - Online form to include the following fields:
 - Business Information (information will appear on coupon):
 - Business Name
 - Home-Based Business (yes or no checkbox)
 - If yes, then business address will not appear on coupon
 - Business Address (Street Address, City, State, and Zip Code)
 - Business Phone Number
 - Business Category (e.g. Automotive, Restaurants, Dentistry, etc.)
 - Email (optional)
 - Website (optional)
 - Coupon Offer (information will appear on coupon):
 - Coupon Offer
 - Disclaimer Language (e.g. cannot be combined with other offers, only available at Lake Forest location, etc.)
 - Coupon Start Date
 - All coupons must start on Sunday, November 1. This field should indicate this requirement.
 - Expiration Date²
 - One-Time Use Offer (yes or no checkbox)
 - Logo Upload (optional)
 - Picture Upload (optional)
 - Self-Designed Coupon³ (optional)
 - Applicant Contact Information (information will not appear on coupon):
 - Applicant Name
 - Title
 - Email
 - Phone

¹ The amount of pages may increase or decrease, based on businesses participation.

² Coupon cannot expire before the end of Shop & Dine Lake Forest Week (November 8, 2015).

³ Self-designed coupon must meet coupon dimensions and adhere to all other requirements.

- Coupon Design/Layout Process
 - Printer to create a coupon proof for each coupon form received, unless coupon form has a pre-designed coupon that meets coupon dimensions and requirements
 - Coupon proofs to be designed and emailed to assigned City staff member within 72 hours of receiving the coupon form submission
 - As to avoid confusion, Printer should email designed coupons in minimum “batches” of 5 coupons, no more than once per day
 - City staff member to email coupon applicant the coupon proof within 24 hours of receiving the coupon proof
 - Coupon applicant has 48 hours to respond to the City staff member by approving their coupon proof or requesting revisions/edits
 - Each coupon applicant is allowed no more than one (1) round of revisions
 - If the applicant approves their coupon, the City staff member emails the Printer to inform them the coupon proof is approved for inclusion in the coupon booklet
 - If the applicant requests revisions/edits, the City staff member emails the Printer to inform them of the requested edits
 - Requested edits should be addressed within 48 hours
 - Once the Printer has made the requested edits, the Printer will email the City staff member the revised coupon proof
 - The City staff member will then email the coupon applicant their revised proof
 - The applicant has 48 hours to approve their coupon
 - Once approval is received, the City staff member will email the Printer to inform them the coupon proof is approved for inclusion in the coupon booklet
 - The City has final approval over all coupons
- Coupon Booklet Design/Layout
 - Booklet Cover (4 Pages):
 - Front Cover:
 - Printer to design coupon booklet front cover
 - Cover must match City-determined theme and display and feature the Shop & Dine Lake Forest logo, City logo, Shop & Dine Lake Forest Week dates, and Diamond Sponsor logos
 - Front Inside Cover:
 - Printer to layout sponsor logos
 - Logos organized based on sponsorship level (Diamond, Platinum, Gold, and Silver) and arranged alphabetically
 - Back Inside Cover:
 - Printer to layout Taste of Lake Forest event information and participant logos
 - Logos arranged alphabetically
 - Back Cover:
 - Printer to design coupon booklet back cover
 - Back cover must include City logo, postage indicia, City return address, and other Shop & Dine Lake Forest Week content to be determined by the City
 - Table of Contents:
 - Printer to organize Table of Contents based on coupon categories and associated page numbers

- Sponsor Ads:
 - Approximately 8 pages of the coupon booklet are devoted to Shop & Dine Lake Forest Week Diamond and Platinum Sponsor ads
 - These ads range in size, based on full-page and half-page specifications determined by the Printer
- Center Spread:
 - Printer to design Center Spread featuring Shop & Dine Lake Forest Week event information (Kick-Off Event and Taste of Lake Forest)
- Edits/Revisions
 - Production Artwork (Coupons)
 - City to approve content of each coupon prior to releasing to Printer for layout
 - Printer to generate individual coupons and proof (proof #1) for final review and approval, including one (1) round of revisions (proof #2)
 - Total coupons are estimated to be 452⁴ (based on 10% increase in business participation from previous year)
 - Production Artwork (Booklet)
 - Using pre-approved individual coupons, the Printer will produce the booklet artwork for 124 pages, plus 4-page cover
 - Includes original proof (proof #1), plus two (2) additional rounds of corrections (proofs #2 and #3)
- Finishing
 - Cut, fold, and gather pages
 - Saddle stitch along 8.375" direction
 - Booklets to be bundled in 50s
- Mail Processing
 - Printer to prepare approximately 29,500 booklets for simplified mail (addressed to "Postal Customer")
 - The mailing list to be provided by the U.S. Postal Service
 - Printer to provide coupon booklets to U.S. Postal Service for mail

⁴ The amount of coupons may increase or decrease based on coupon participation.